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ABSTRACT

An instructor's manual and student activity guide on business communications are provided in this set of prevocational education materials which focuses on the vocational area of office occupations. (This set of materials is one of ninety-two prevocational education sets arranged around a cluster of seven vocational offerings: agriculture, home economics, distributive education, health occupations, world of work, trade and industry, and office occupations.) The instructor's guide is organized into the following elements: title of activity, duration of activity (four to five days), activity goals, instructional objectives (six), related vocational clusters, and activity implementation (description, materials needed, safety considerations, teacher preparation prior to class, during the class, follow-up activities, answer key to student check point activities and masters for duplication [e.g., sample business letter, application-for-employment form, telegram form]). The student activity guide provides step-by-step instructions (narrative and illustrations) for completing each instructional objective (e.g., complete an application-for-employment form, answer a letter of inquiry, compose a telegram). At the end of each set of instructions is a student check point (evaluation activity). Six occupational descriptions (e.g., stenographers, stenotype operator) conclude the document. (JH)

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ED169309

OFFICE OCCUPATIONS -- BUSINESS COMMUNICATIONS

Kit No. 20

INSTRUCTOR'S MANUAL

Prepared by

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In Cooperation With

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1978

CE 020 494

U S DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
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TITLE OF ACTIVITY

Kit No. 20, Office Occupations — Business Communications

DURATION

Main Activity: 3 days
(including transparency on letter writing)
Follow-up Activity: 1 — 2 days

GOALS

The student will become familiar with the parts of a business letter.

The student will realize the necessity of clear, concise, courteous, complete and correct messages.

The student will become aware of importance of LISTENING to directions.

The student will learn what is meant by being understood in communicating.

The student will learn to compose, write and answer simple business communications.

INSTRUCTIONAL OBJECTIVES

Given step-by-step directions to follow, the student will:

complete an APPLICATION FOR EMPLOYMENT form

write a letter of inquiry giving specific rates and time

answer a letter of inquiry giving specific facts and figures

listen to a recording and complete a fact sheet about the data on business communications in the recording

examine a letter with parts identified and complete a work sheet on the parts of the letter

compose a telegram, keeping in mind the importance of being brief

VOCATIONAL CLUSTERS

Since all vocations would require communications skills at some time, this activity could be a supplement to any cluster. The companies are concerned with shipping food and the time element involved. Distributive Ed. is involved in the merchandising, and health foods are the product.

ACTIVITY IMPLEMENTATION

A. Description

This activity should begin with the showing of a set of transparencies on letter writing. The student guides should be given out and the introduction (from the student guide) should be read to the class. A tape should then be played to students concerning Business Communications. After listening to the tape, the students should complete the VIEW Fact Sheet concerning the content of the tape. The parts of the business letter are reviewed next, with a sample letter and explanation of placement and function of the seven parts and auxiliary parts. Next, an application for employment is completed. These activities are all worked on as a group.

The class is then divided into two companies. The instructor may decide after reading the activity if the students are to work in groups or individually. However this is decided, each student must have a "partner" in the other company to exchange letters, etc., when the directions call for exchange. The Alpha Natural Foods Co. writes a Letter of Inquiry to the Beta Truckers, Inc. requesting the rates, delivery time, etc. Beta employees must write an answer to the inquiry. Beta employees in the meantime have received data about new rates and have written a memo on it. Alpha receives a letter about the vegetables from the farm, and employees are asked to prepare a news release and send a telegram to Beta for immediate shipment date. Beta must send a return telegram with dates, etc.

B. Safety

Usual precautions about pencil points, smearing carbon paper, and not bumping into desks or other persons while moving around.

C. Materials

1. Audio Visual Equipment:

   Cassette player

2. Technical Equipment

   Cassette Tape

3. Expendable Supplies:

   Paper for duplications
   Business-size envelopes
   (buy a box of 100)
   Staples and stapler for putting carbon copies with originals in folders
   extra pencils
   Carbon paper – one sheet for each student
   30 letter-size filing folders

D. Preparation Prior to Class

Read through activity. No great deal of preparation, other than duplicating enough copies of the handouts and a set of transparencies, is needed (Masters for Duplication). The audio visual equipment must be set up for the first day only. Check letters and forms when students complete them.

E. During Class Session

On the first day, go over the introduction and then play the tape about business communications. The answers are given for the FACT SHEET in this manual. You may wish to call these answers out and let students correct the errors. The remainder of the activity should be one with minimal help by the instructor. Students should be encouraged to follow directions and to compose in their own words. If possible, have dictionaries available and tell them to look up words when unsure.

F. Follow-up Activities

1. Use VIEW fact sheet. Many careers branch from the communications field.

2. Have students design a personal letterhead or one they would like for their own company some day.

3. Bring newspaper classified ads and see how many jobs relate to business communications and how the salary range varies.

4. Have a contest to see who can compose the shortest telegram for a given situation (to announce a homecoming dance or football game, etc.)

5. Have each student find an ad in a magazine which offers free samples, information, etc, and write a letter requesting the items offered. You may also do this by having each student write a Chamber of Commerce in a different city. Have the student bring the material to school when received.

ANSWER KEY

Fact Sheet for Taped Message

1. written
2. sales
3. order, inquiries
4. a. brief
   b. simple, direct
   c. facts, figures, spelling
5. interoffice memorandum
6. telephone
7. can conclude the business and go on to other matters
8. names, numbers frequently called
9. name, company's name
10. telegrams, overnight telegrams, mail grams, telegraphic money orders

The Seven Parts of a Business Letter

1. The name, address, zip code (letterhead) and date. Telephone numbers, trademarks, branch office locations, etc.
2. The name, address and zip code of the person addressed
3. salutation
4. body – length
5. complimentary close – signature
6. reference initials
7. enclosure – left

MASTERS FOR DUPLICATION

1. VIEW Fact Sheet
2. Fact Sheet for Taped Message – Objective I
3. Sample Business Letter – Objective II
4. The Seven Parts of a Business Letter – Objective II
5. Application for Employment Form – Objective III
6. Guide Sheet
7. Letterheads
8. Interoffice Memo from Brooks Farms Division
9. Telegram Form

NOTE: Items 2, 4, and 5 may be made into transparencies for class use.

VIEW FACT SHEET

NAME _____ CLASS _____ OCCUPATION _____

A. List the advantages (good points) of this occupation (job).

B. List the disadvantages (bad points) of this occupation (job).

C. List three things you should know to do this occupation (job).
1.
2.
3.

D. What type of education should you get to be prepared (do) for this occupation (job)?

E. What courses must you take to go into this occupation (job)?

F. What do you think your future in this occupation (job) will be?

G. What wage can you expect in this occupation (job)?

H. What are the working hours of this occupation (job)?

I. To learn more about this occupation (job), write to:

J. Using a scale of 1 to 5, circle the number that measures your interest in this occupation (job) as a possible career.

I don't like it. 1 2 3 4 5 I like it.

FACT SHEET FOR TAPED MESSAGE ON BUSINESS COMMUNICATIONS

Read ALL of these questions BEFORE listening to the taped message. Listen and record answers.

1. Business letters are a kind of _____ communication.

2. Letter promoting goods or services or products is called a _____ letter.

3. Acknowledgement letters may confirm an _____ or answer _____.

4. Some ways you can make your letters easier to understand are:
   a. be _____ and not too wordy
   b. include all information in a _____ and _____ manner
   c. be accurate with _____, _____ and _____

5. When messages are exchanged within a company, an _____ is used.

6. A form of business communication that allows for immediate exchange is the _____ _____.

7. Business should be organized and taken care of so that persons _____.

8. Companies usually keep directories of _____ and _____

9. Identify yourself by _____ and _____ whether placing a call or receiving a call.

10. Communications offered within the country by the telegraphic services are _____, _____, _____, _____.

ANYTOWN HIGH SCHOOL
ANYTOWN, SOUTH CAROLINA 29777

(1) September 15, 19--

(2) Mr. Sam Cowan, President
242 Tent Corporation
400 Industrial Boulevard
Tarpon, GA 30415

(3) Dear Mr. Cowan:

(4) We are interested in buying tents for a new course to be taught in our school. The tents must be small enough to be carried by fifteen or sixteen-year-old students, but large enough for two students to sleep inside on folding cots. Waterproofing of the tent material is necessary. The course is to introduce students to outdoor careers in forestry and recreation.

Please send us the specifications on tents which we may consider for this purpose. Our order for equipment must be completed before the end of the present school year. May we obtain a discount on these tents as educational materials?

Would a representative of your company be available to come during the next school year and talk with our students about camping safety and erection of the tents?

(5) Yours truly,

(6) T. M. Streem
Principal

(7) csc
cc: Mr. H. Tom Jimes
Superintendent, District Schools / Auxiliary Part

THE SEVEN PARTS OF A BUSINESS LETTER
Business Communications

1. Part I of the letter includes _____

   _____

   Other information which may be given in the letterhead would be _____

   _____

2. Part No. 2 is the INSIDE ADDRESS and includes _____

   _____

3. The direct greeting to the reader or one receiving the letter is called the (Part 3)

   _____.

4. The purpose of the business letter is to carry a message. This message is Part 4 known as the _____ of the letter. The placement of the letter on the page depends on the _____ of the body.

5. The ending of the letter – or "good-by" phrase, is called (Part 5) _____ and is placed directly above the typed (Part 6) _____ .

6. At the left side of the margin, two lines below the typed signature, the typist places (Part 7) _____ so that they may be used to refer back to the typist if necessary.

7. If another paper or anything other than the letter is enclosed, the notation _____ should be typed below the reference initials. Carbon copies that will be sent to other persons should be listed and postscripts added on _____ side below the reference initials. These are known as auxiliary parts of a business letter.

APPLICATION FOR EMPLOYMENT

Social Security Number _____ Date _____

Name _____ (_____)
Last First Middle Maiden Name

Address _____ _____ Phone _____
Street or Route City State Zip

Age _____ Date of Birth _____ Place of Birth _____
Month / Day / Year City or County State

Married _____ Single _____ Separated _____ Divorced _____ Widowed _____ No. Children _____

Type of Work Desired _____

Notify in Case of Emergency _____ Relationship _____

Address _____ Res. Phone _____ Bus. Phone _____
Street City State

EDUCATION

No. of Yrs. Completed – Grade School _____ High School _____ College _____

College Attended _____ Major _____

Additional or Specialized Training _____

PREVIOUS EMPLOYMENT

Last Three Places

Names and Addresses of Employers	Type of Work	Date of Employment	Salary	Duties Performed
Name Address				
Name Address				
Name Address				

REFERENCES

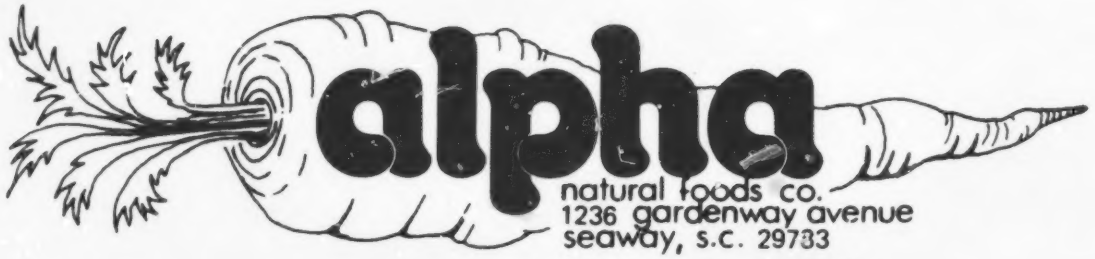
Not Related

Name	ADDRESS	TELEPHONE	OCCUPATION

1 INCH

1 INCH

1 INCH



natural foods co.
1236 gardenway avenue
seaway, s.c. 29733

Phone : 632-2424

BETA BETA
BETA TRUCKERS, INC.
23 warehouse lane
atlanta, ga. 30235
tel.(404) 389-3331

Interoffice Memo

To: Date

From:

Subject:

INTEROFFICE MEMORANDUM

TO: Alpha Natural Foods Co. DATE: Today

FROM: Brooks Farms Division

SUBJECT: Immediate Harvest

Our crop of natural, organically grown beans, tomatoes, peas, and corn will be harvested within the next two weeks. The vegetables are the best we have had in several years. As you know, we ship these vegetables when nearly ripe, so that no chemicals are used in the ripening process. These vegetables have not been sprayed with insecticides and only natural fertilizer was used.

Because of the high quality and healthiness of these foods, we are asking you to use the following prices per lb. on the produce this year:

Tomatoes	$1.69
Beans	.79
Corn	1.10
Peas	.98

We suggest you prepare a news release for local papers about the abundant crop and the availability beginning three weeks from today. All local stores should be stocked by that time. Let us know the date we may expect the trucks to begin picking up the produce.

western union

Telegram

NO. WDS.	CL. OF SVC.	PD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	OVER NIGHT TELEGRAM UNLESS BOX ABOVE IS CHECKED, THIS MESSAGE WILL BE SENT AS A TELEGRAM

Send the following message, subject to the terms on back hereof, which are hereby agreed to

19

TO

CARE OF
OR APT. NO.

STREET & NO.

TELEPHONE

CITY & STATE

ZIP CODE

SENDER'S TEL. NO.

NAME & ADDRESS

western union

Telegram

NO. WDS.	CL. OF SVC.	PD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	OVER NIGHT TELEGRAM UNLESS BOX ABOVE IS CHECKED, THIS MESSAGE WILL BE SENT AS A TELEGRAM

Send the following message, subject to the terms on back hereof, which are hereby agreed to

19

TO

CARE OF
OR APT. NO.

STREET & NO.

TELEPHONE

CITY & STATE

ZIP CODE

DUPLICATE

SENDER'S TEL. NO.

NAME & ADDRESS

OFFICE OCCUPATIONS – BUSINESS COMMUNICATIONS

Kit No. 20

STUDENT

LEARNING ACTIVITY GUIDE

Prepared by

Creola Smith Campbell
Southside High School
Greenville, South Carolina 29607

State Department of Education
Office of Vocational Education
Prevocational Education
Columbia, South Carolina 29201

In Cooperation With

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1978

INTRODUCTION

Have you ever had an experience where a misunderstanding came about because directions were not clearly given or information was confusing? Unhappiness and losses happen between two people, friends, among relatives and even in business dealings when the lines of communication are not open and understandable.

To a good number of people the word "COMMUNICATIONS" may bring to mind television, radio, newspapers, various medias in print or over the airways (including telephones). Communications, whether personal or in business and whether oral or written, affect all our lives. The greatest solutions in the world would be of no value unless shared, taught, or expressed to others. While many types of communications exist, our activity will be concerned with applying the basic skills of personal communications to business communication. The tools of communication, of course, include those skills you have been learning for years–spelling, grammar, punctuation, proper usage of words and basic principles of composition. A person does not necessarily have to have all of this in the mind; however, the person should be familiar with the tools used to find answers – a dictionary, reference manuals on letter writing, and a thesaurus. A thesaurus is a book which includes not only brief definitions, but also gives synonyms as well. A person should not find it necessary to repeat the same word frequently in a communication.

Business communications are in two different categories: oral and written. Some oral activities in business communicating are: listening to and giving instructions, using the telephone, greeting visitors, requesting information, listening to directions given by mechanical recordings, explaining about products or services, proofreading by one person reading aloud while another checks the copy, and many others. One of the most important oral business communications takes place in job interviews. The oral expression of ideas and answers to questions may determine the acceptance of a person for a job or the level of employment. In the same case, if you represent the company and wish to hire an outstanding person for your company, you must orally give a desired impression of the company.

Written communications include such activities as writing telegrams, letters, memorandums, reports, orders, copy for news releases, data for sales or office manuals, making notes of telephone calls, filling in printed forms, transcribing from machines or handwritten notes to compose communications and many other forms which require that words be put on paper.

In this activity, the class will be divided into two groups: Alpha Company and Beta Corporation. Each student will act as an employee in the Communication Department of a company. Besides the communication between the companies, the lines of communication between the departments in the company are maintained.

Your first day on the job will include completing an application form for the Personnel Department to keep on file. You will then become familiar with the parts of a business letter and the placement of these parts, memorandum forms, telegraph forms and rates. Most of your activities will be written, but you will start by listening to a recording on business communications and completing a Fact Sheet about what you hear. Listening is also an important part of communication.

GOALS

The student is expected to become familiar with the parts of a business letter and styles used.

The student is expected to realize the necessity of clear, concise, courteous, complete and correct messages.

The student is expected to become aware of importance of LISTENING to directions.

The student is expected to understand the use of composition tools such as dictionary and manuals.

The student is expected to learn what is meant by courtesy and good manners in business communications.

The student is expected to learn to compose, write and answer simple business communications.

DIRECTIONS

The student will use the programmed text by reading the stated INSTRUCTIONAL OBJECTIVE and proceeding to the step-by-step procedure to obtain the objective. At the end of the steps, the student will do the CHECKPOINT and determine if the objective has been reached.

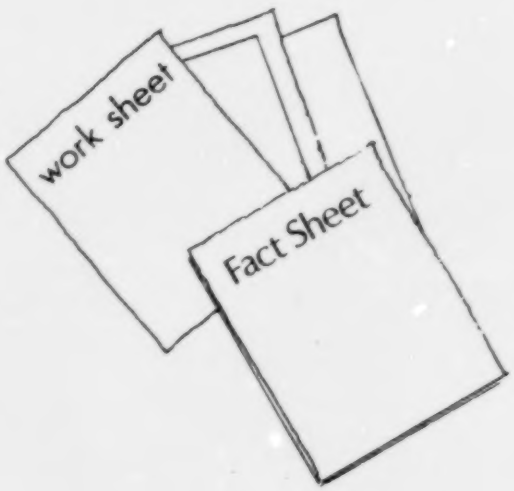
MATERIALS

2 pencils
2 ink pens
several sheets of notebook paper

PROGRAMMED TEXT

Instructional Objective 1

Given a Fact Sheet and directions for listening to a recording on business communications, the student will satisfactorily (100% accuracy) complete the Fact Sheet at the Instructor's direction.



STEP 1 – Locate your Fact Sheet among your work sheets. Read this sheet before hearing recording.

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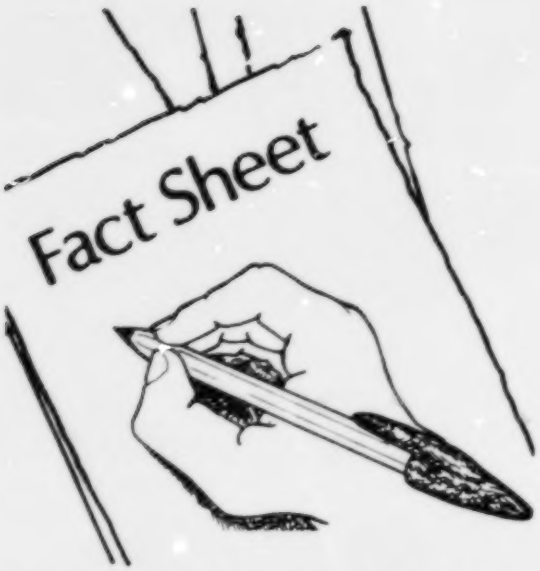
STEP 2 – Listen closely to the recording about business communications.



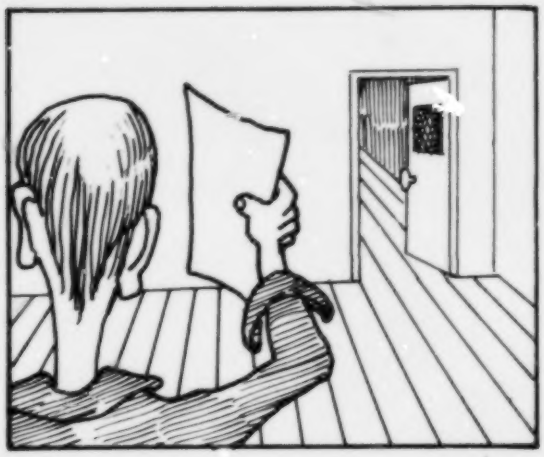
STEP 3 – Complete the Fact Sheet. Consult your instructor if you cannot remember parts. Perhaps the recording may be played again.

Check Point

The instructor will check your answers until you have reached 100% accuracy.

Instructional Objective II

Given a sample business letter with parts identified, the student will learn the function and be able to place, identify and recognize the purpose of the seven parts of a business letter.

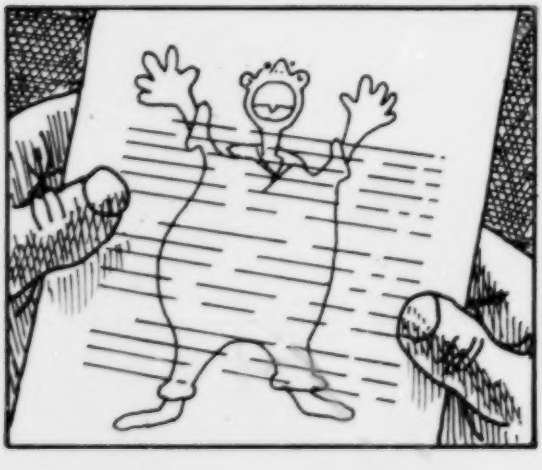


STEP 1 – Examine the given sample business letter. Locate your work sheet entitled "THE SEVEN PARTS OF A BUSINESS LETTER." Fill in the blanks as you read the steps.

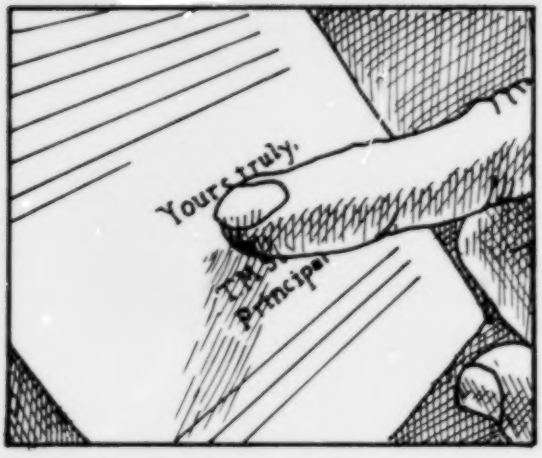
STEP 2 – Look at Part 1 on the letter. Most business letters are on letterhead stationery. At the top of the letter is the printed name, address, and zip code. Some companies use other information in the printed letterhead – such as telephone numbers, trademarks, branch office locations and small illustrations. The date must be

supplied by the person typing or writing the letter. The date should be placed so that it looks nice with the letterhead – either centered, beginning at the center, or beginning at the left margin. This is Part 1.

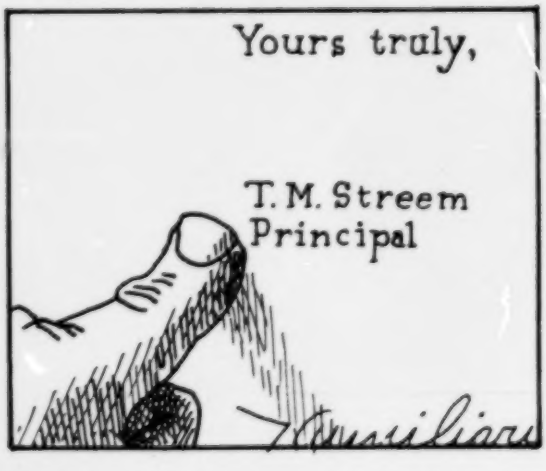
STEP 3 – Locate Parts 2 and 3. Do Questions 2 and 3 after reading this step. Approximately one inch below the date, beginning at the left side, the (2) inside address is given. This is the person(s) who will receive the letter. Two lines below the address, the (3) salutation directly addresses the reader. In business letters, a colon will usually follow the salutation.



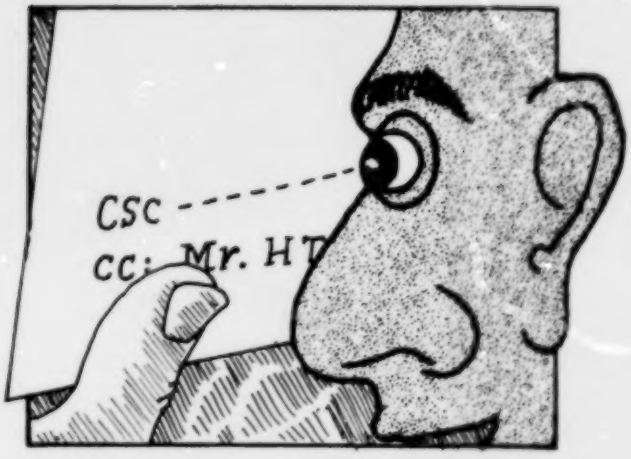
STEP 4 – Two lines below the salutation, the message is begun. This message is called the (4) body of the letter. When letters are typed or placed on unlined paper, the body of the letter will determine how the letter is placed on the page. The length of the body determines placement of the letter.



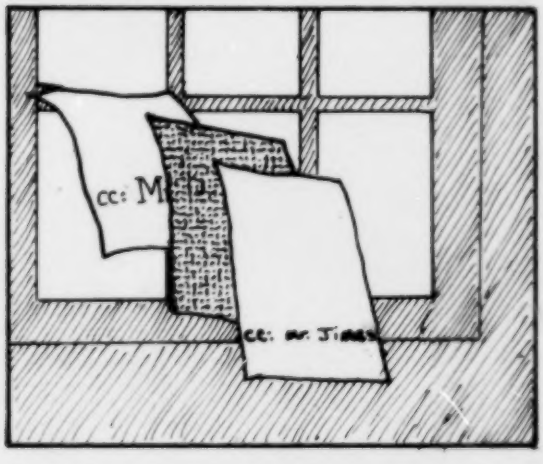
STEP 5 – The friendly ending or last line is called the (Part 5) Complimentary Close and is located two lines below the body of the letter beginning at the same point where the date was started.



STEP 6 – Part 6 is the typed signature and is four lines below the complimentary close. The name is usually typed exactly as it will be signed. Any title for the person is typed directly below the name.



STEP 7 – The typist who types the letter places initials on the left margin two lines below the typed signature. These are called reference initials (Part 7).



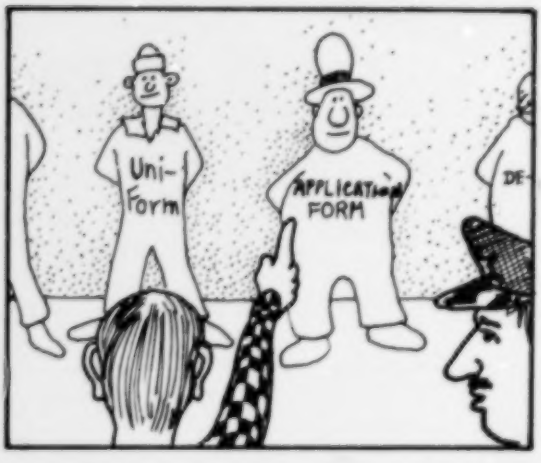
STEP 8 – Business letters may have other notations. Some of the most common AUXILIARY PARTS are: Enclosure: when an item other than the letter is in the same envelope; Postscript (P.S.) an added message at the bottom usually to stress an important point or a reminder; Carbon Copy (CC) of the letter is sent to other persons and is noted at the bottom of the letter with the name of the person given after the initials "CC."

Check Point

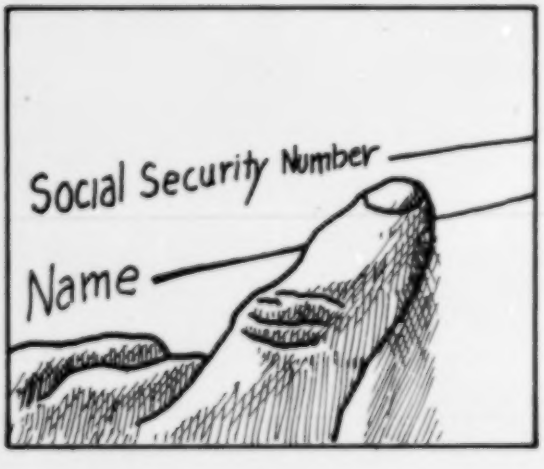
Look over your work sheet on Seven Parts of the Business Letter and hand it in to your instructor if so directed.

Instructional Objective III

Given an application form and directions for completing the form, the student will complete an application for the job of "Communications Specialist."



STEP 1 – Locate your APPLICATION FOR EMPLOYMENT FORM among your work sheets.



STEP 2 – On the first line, PRINT your social security number plainly. If you do not have a social security number, consult your instructor.

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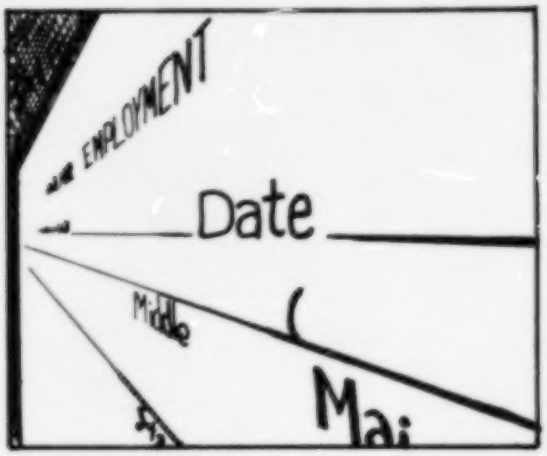
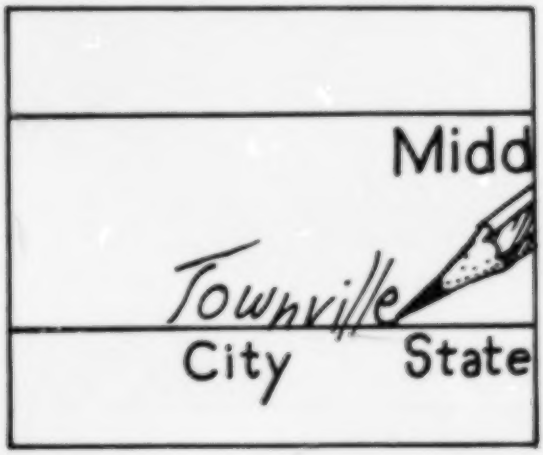
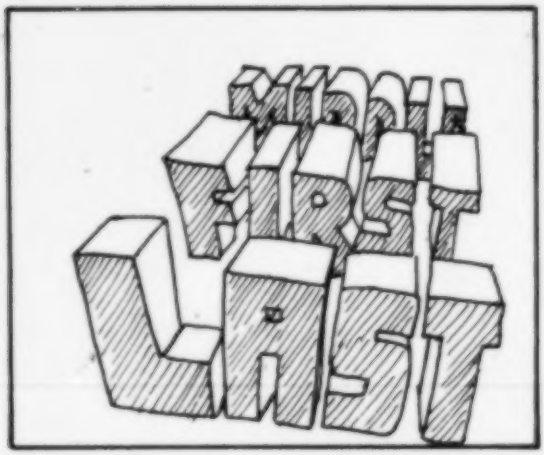


STEP 3 – Beside the social security number, print today's date in the space provided.

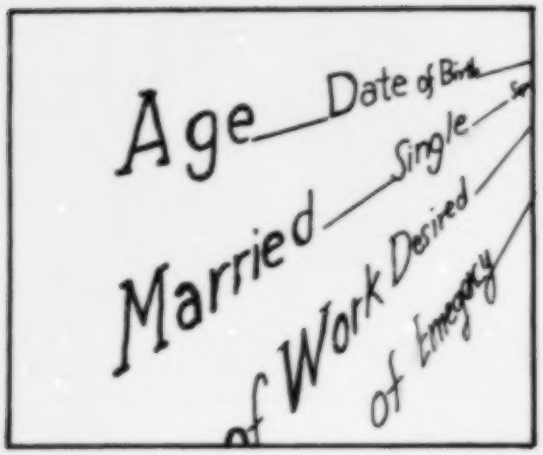


STEP 5 – On the third line PRINT your address: Street (or box no.) and Route first, City, State and ZIP. Use your state's initials. PRINT your phone number.

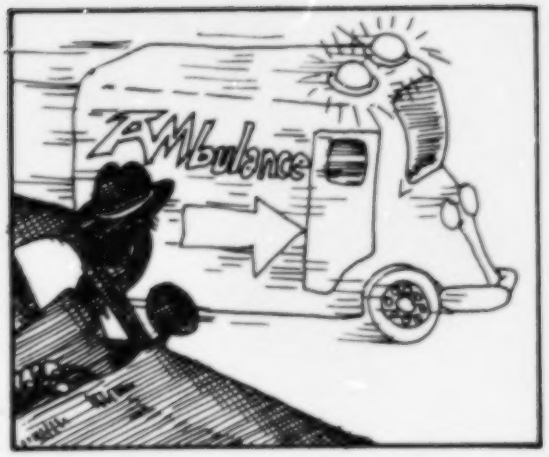


STEP 4 – On the second line PRINT your name as directed: LAST NAME, FIRST NAME and MIDDLE NAME. Married women are asked to give their maiden name in parenthesis.

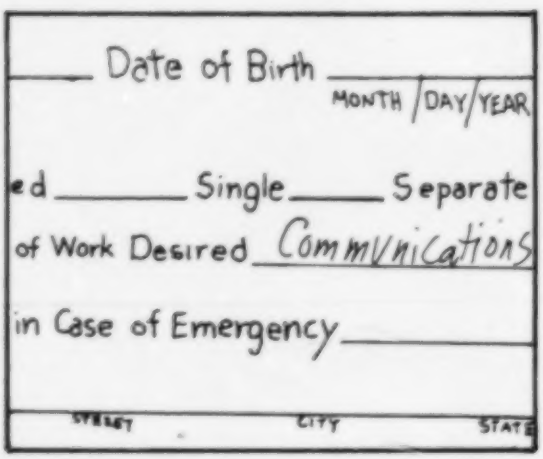
STEP 6 – On the line beginning AGE, print your age as of your nearest birthday – for example, if you are 14, but will be 15 within 6 months, you will print 15 in the space. For DATE OF BIRTH, be sure that you print the YEAR in which you were born – not the present year.



STEP 7 – On the next line you are to give your MARITAL STATUS – place a check mark after the correct description of yourself. The last blank is for the number of children you have.

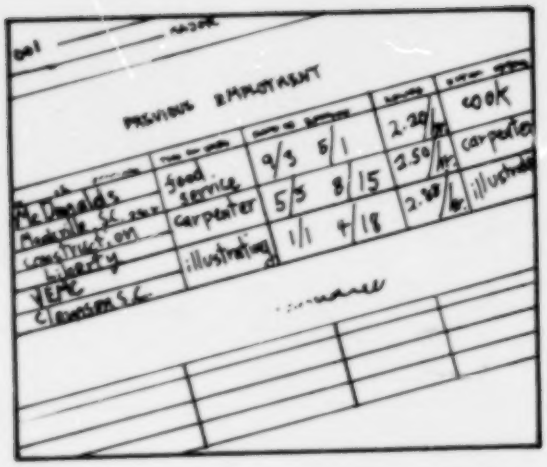


STEP 9 – On the next line, PRINT the name of a relative or person who would be available to help you in case of an emergency such as an accident. Print the RELATIONSHIP this person has to you and on the next line PRINT the person's address, resident phone number and business phone number. (This information should also be placed on a piece of paper or a card and carried with you all the time.)

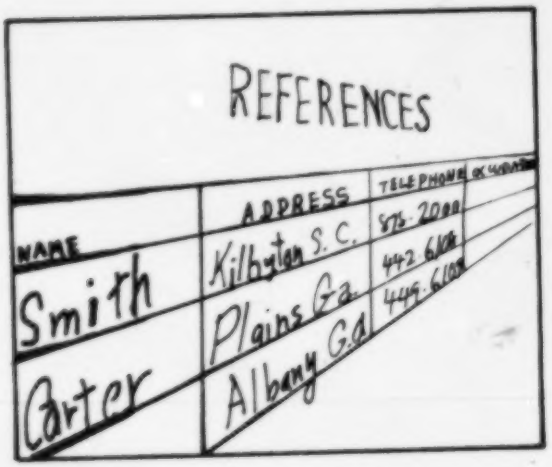


STEP 8 – On the line: TYPE OF WORK DESIRED, PRINT the words "Communications Specialist."

STEP 10 – Under Education, you will be concerned with the first line only, as far as actual years are concerned. On the third line, you are to assume that you have attended a community or technical college for 2 years and have an Associate Degree in Business Administration–so, PRINT Business Administration, Associate Degree (2 years).



STEP 11 – Under the section PREVIOUS EMPLOYMENT, list 3 places you have worked. This may include babysitting and mowing yards. If you did the job, such as in a club or organization you may PRINT volunteer under the salary column. Any position of responsibility is worth listing.



STEP 12 – Under the REFERENCES section, you are to PRINT the names, addresses, etc. of those persons who know you but are not related to you and, preferably not your pastor or close friend.

Check Point

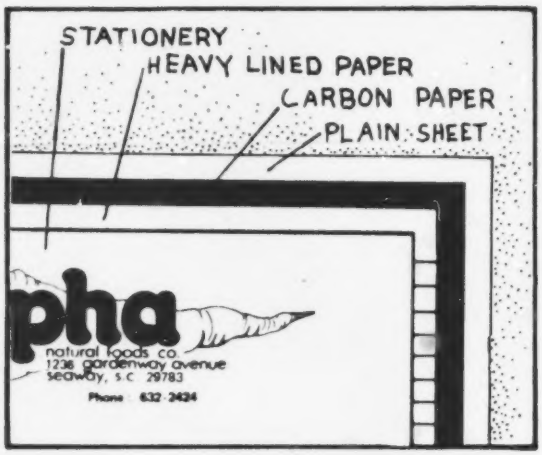
Give this application form to your instructor as directed. If changes or corrections are needed, the instructor will inform you.

PROGRAMMED TEXT

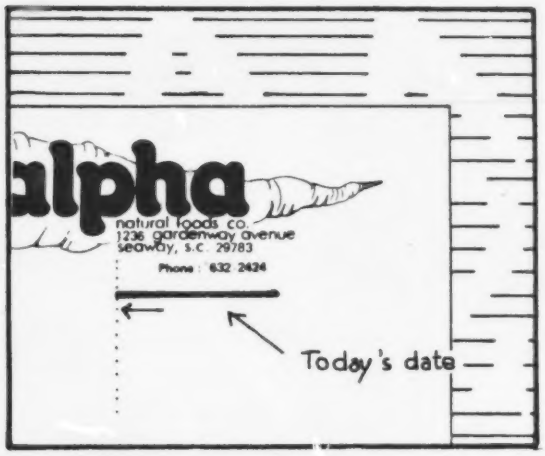
COMMUNICATION SPECIALIST – ALPHA NATURAL FOODS CO.

Instructional Objective 1

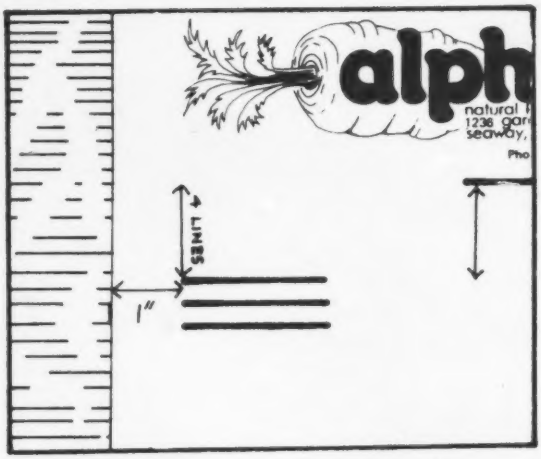
Given step-by-step instructions, the student will write a letter of inquiry to BETA TRUCKERS, INC. about rates and time schedules for food shipments.



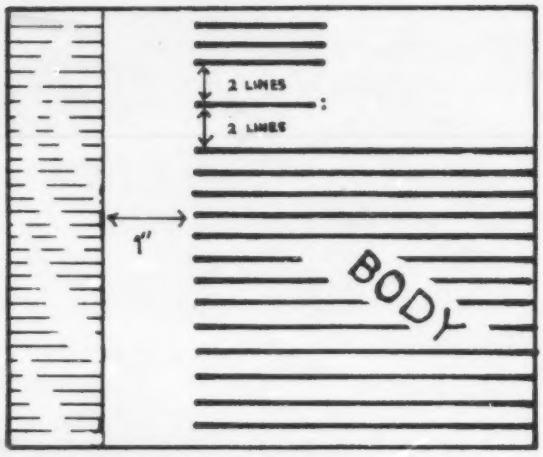
STEP 1 – In your work sheets you should have received several sheets of stationery with ALPHA NATURAL FOODS CO. letterhead on it. This is regular 8½ x 11 paper; so, the center is at 4¼ in. Place your sheets in this order: a plain sheet on bottom, a piece of carbon paper on top of the plain sheet, a sheet of heavy-lined paper on top of carbon paper and the stationery on top of the lined sheet. You should be able to see the lines through the stationery. Try to write or print on these lines so that your letter will look neat.



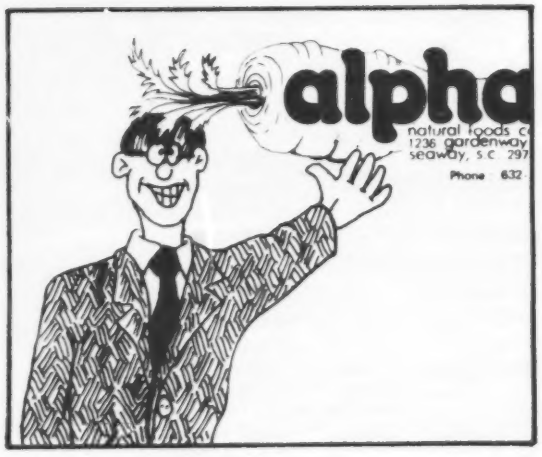
STEP 2 – Begin beneath the "S" in Seaway on the first line below the city address and print or write the date (today's).



STEP 3 – Use the guide line that says 1 inch margin. Count down four lines below the date and ON THE LEFT MARGIN, write the INSIDE ADDRESS: Beta Truckers, Inc., 23 Warehouse Lane, Atlanta, GA 30235.

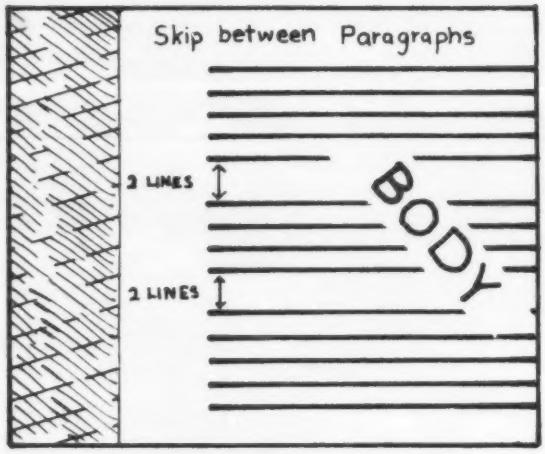


STEP 4 – Come down two lines and start printing or writing on the second line: Gentlemen: Come down two lines again and begin at the left margin. (DO NOT indent the paragraphs.) Follow the outline given below and compose a letter of inquiry:



First Paragraph:

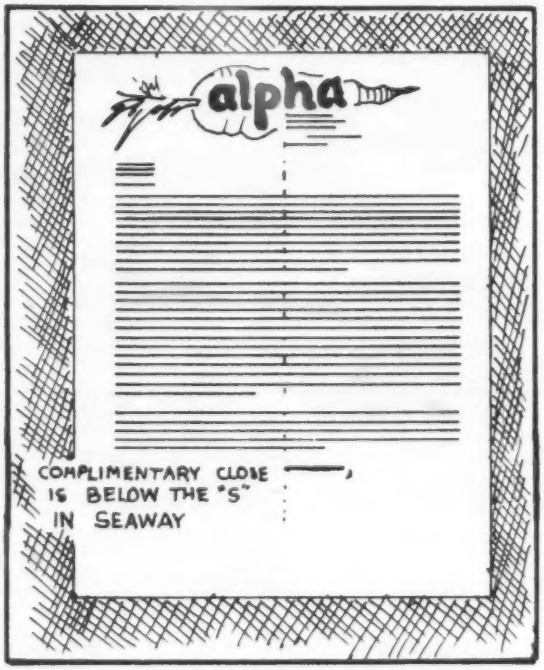
1. Introduce your company and product: Alpha Natural Foods Co. and we sell natural food products which must be delivered within 5 days because they contain no preservatives or additives.



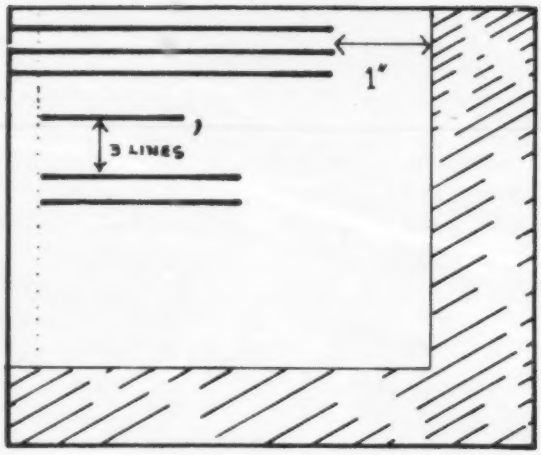
2. Shipments will be within 500 miles of city

Second Paragraph:
Rates? Can shipments be made on Monday or Thursday each week? Do rates include guarantee of delivery?

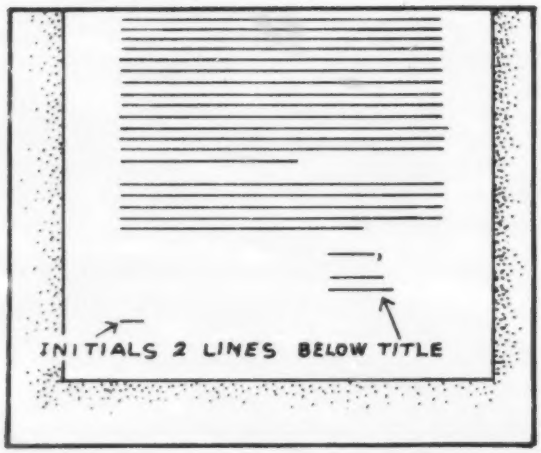
Third Paragraph:
Prompt answer needed. Shipment ready soon.



STEP 5 – Two lines below the body, write an appropriate complimentary close. The most commonly used are: Yours truly, Sincerely yours, Very truly yours.



STEP 6 – Come down (skipping three lines) and print your name on the fourth line. Directly below your name, print Junior Correspondent as your title.



STEP 7 – Come over to the left margin and place your full initials two lines below the title which is on the right side of the paper. No auxiliary notations will be needed. Place the carbon copy of the letter in your folder at the back. Place your original of the letter in an envelope and address it to: BETA TRUCKERS, INC.

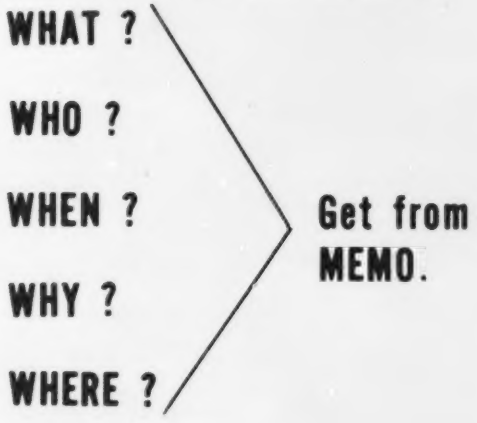
Check Point

Your instructor will tell you to whom the letter should be sent.

Instructional Objective II

Given a message with information, the student will prepare a NEWS RELEASE to be sent to local newspapers.

STEP 1 – Locate the copy of the INTEROFFICE MEMORANDUM from Brooks Farms Division. Read the memo.



STEP 2 – News releases are a part of business communications and are sometimes called business journalism. Usually, news releases are written just as all news articles with (1) the lead, (2) details, (3) summary. The lead or beginning answers the questions who, what, when, where, and why. . . look at the memo and jot these down on notebook paper. Details may be the description of how the vegetables are grown. The summary will be the announcement again of the availability in local markets three weeks from today.

STEP 3 – After you have composed or outlined a rough draft, use a plain sheet of paper with the lined paper beneath it and print your news release. Consult the illustration for placement and spacing. Print news release at top on third line. Skip a line between sentences of writing.

Check Point

Hand in your NEWS RELEASE to the instructor. Be sure you have included all important information.

Instructional Objective III

Given the information requesting an immediate reply, the student will compose a telegram to the trucking firm.

STEP 1 – Locate the telegram forms. You will need to keep a carbon copy, so take two forms and place the carbon paper between them with the shiny side down toward the bottom form.

STEP 2 – From the information in the memorandum, compose a telegram to Beta Truckers, Inc. asking about the soonest shipment date and the date delivery will be made. Stress that produce which is perishable will be shipped. Try to keep the message as short as possible. The first 15 words will cost $4.25 and each additional will cost $.15 up to fifty words.

STEP 3 – Deliver the telegram to the same person who received your letter of inquiry.

Check Point

The student who receives your telegram will write an answer. If the answer is satisfactory, place it with your copy of the telegram and put it in your folder. Hand in the folder to your teacher.

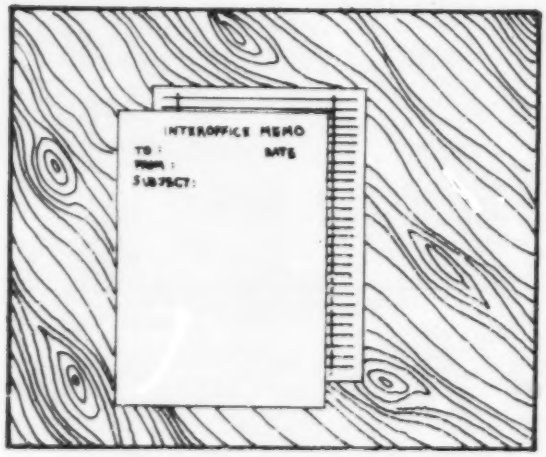
PROGRAMMED TEXT

COMMUNICATIONS SPECIALIST
BETA TRUCKERS, INC.

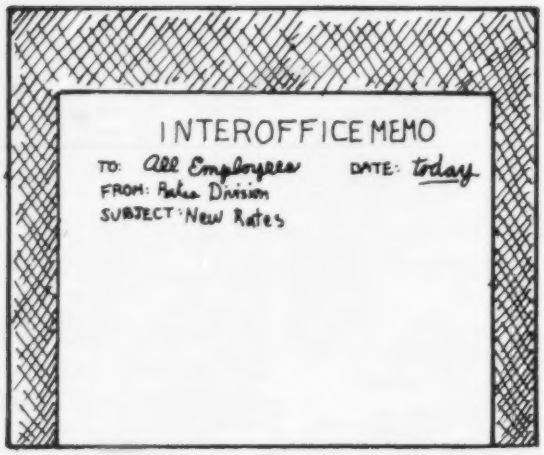
Instructional Objective 1

Given new rates, the student will prepare an Interoffice Memorandum to all employees from The Rates Division on the subject: New Rates. Put today's date on the memo.

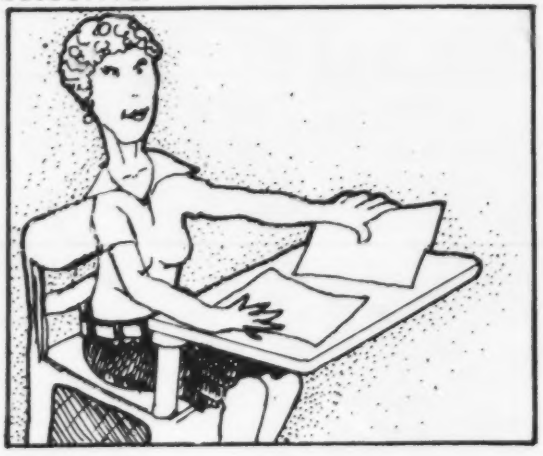
STEP 1 – Locate the Interoffice Memorandum form.



STEP 2 – Place the lined sheet beneath the form so that you can see the lines and write on them.



STEP 3 – Fill in the top information from the material given in the INSTRUCTIONAL OBJECTIVE.



STEP 4 – Use the following information in the message:

Beginning today, new rates in effect are:

For non-perishable goods: $ .30 a lb. for the first 500 miles (804.67 km)
Add .08 a lb. for each additional 100 miles (160.93 km)

For perishable goods: $ .50 a lb. for the first 100 miles (160.93 km)
Add .10 a lb. for each additional 100 miles (160.93 km)

All goods delivered within five days. Payment is due when goods are delivered. A discount of 10% is given to customers after the first time. Terms are not available on perishable goods. Terms of payment within 30 days are allowed on non-perishables.

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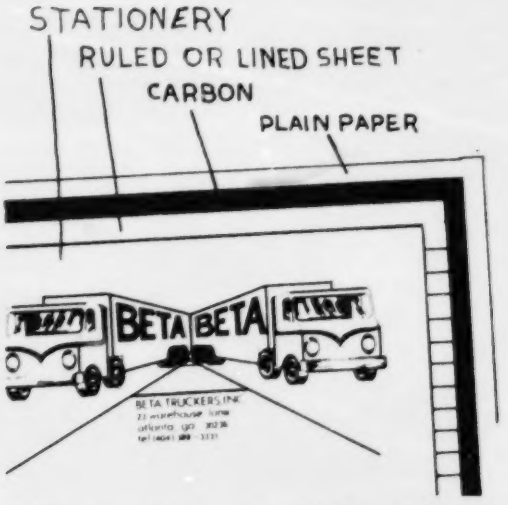
STEP 5 – Exchange or consult with another Beta employee to see if you have all the information in your Memo. File the memo in your folder. You will need it to answer the letter of inquiry from Alpha.

Check Point

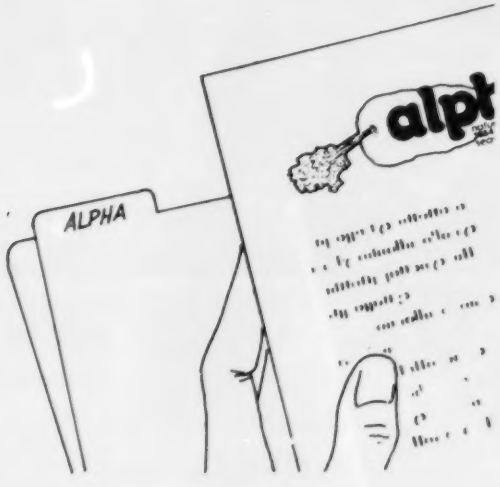
Read your memo again. Check the information. Did you leave anything out?

Instructional Objective II

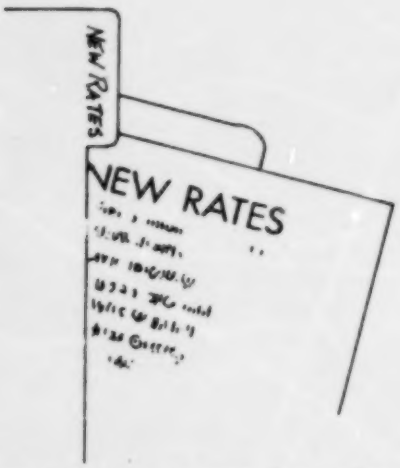
Upon receiving a letter of inquiry, the student will compose an answer to the questions in the letter by following directions and using information available.



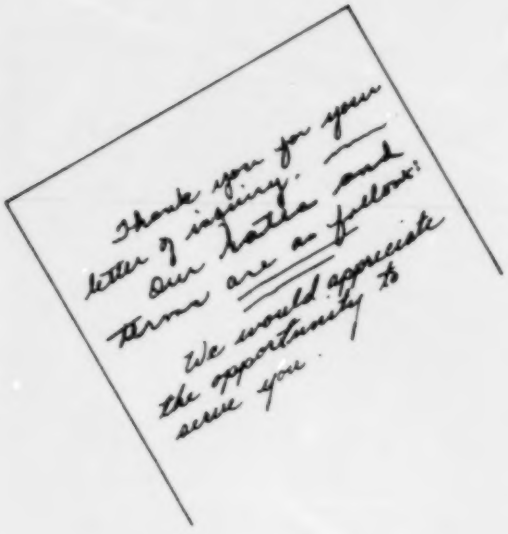
STEP 1 – Locate the BETA TRUCKERS, INC. stationery in your work sheets. You will also need a sheet of carbon paper, a plain sheet of paper for your carbon copy and the heavily ruled paper (lined).



STEP 2 – Receive and read the letter of inquiry from the Alpha Natural Foods Co. Place the letter in your folder while you prepare your stationery and get your information organized to answer the letter.



STEP 3 – Locate the NEW RATES MEMORANDUM which was written to all employees and should be in your folder.



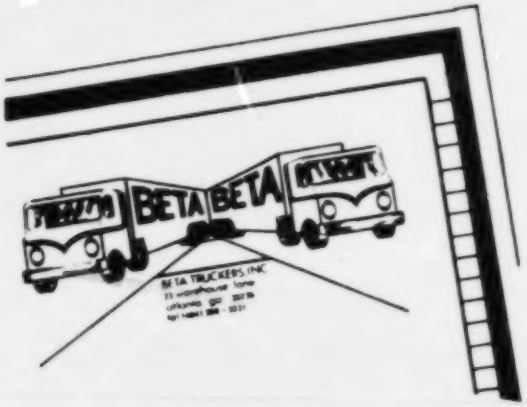
STEP 4 – On a sheet of notebook paper, make a rough draft of your letter using the following guidelines:

A. Read the rate sheet carefully and note exact rates, discounts and delivery times that you can quote as the policy of the company (you do not want to promise the impossible).

B. Plan your first paragraph: thank the correspondent for the inquiry and a sentence might be included to "sell" your services–such as "We try to take an interest in special problems of our customers."

C. Second paragraph: Quote the rates, terms, discounts and time delivery information. You may do this in sentence form or by listing it similarly to the way it is on the MEMO.

D. Third paragraph: Two or three short sentences expressing your desire to serve the Alpha Natural Foods Co. and appreciation for the opportunity to quote rates. Also, you should say any other information will be gladly furnished.



STEP 5 – You should now have a fair rough draft. Consult your instructor if you have doubts. Prepare your stationery by placing a plain sheet of paper on the bottom,a piece of carbon paper on top of the plain sheet, a sheet of heavy-lined paper on top of the carbon paper and the letterhead paper on top of the lined paper. Check to see if the telephone number on the stationery is resting straight on a line of the paper below it.

STEP 6 – On the line below the telephone number, begin directly under the "T" and print or write the date (today's).

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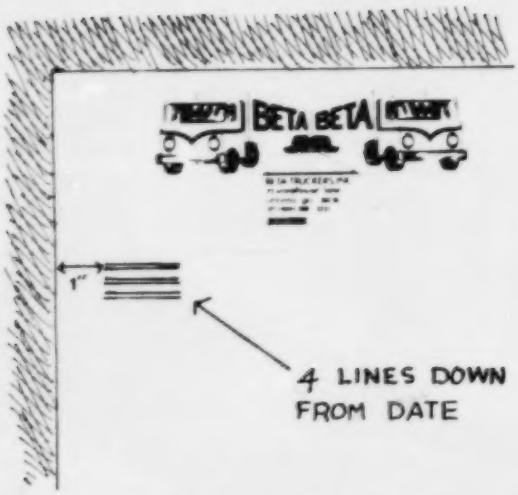
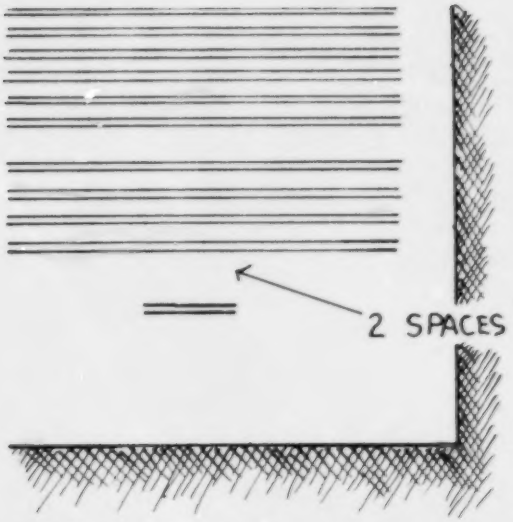
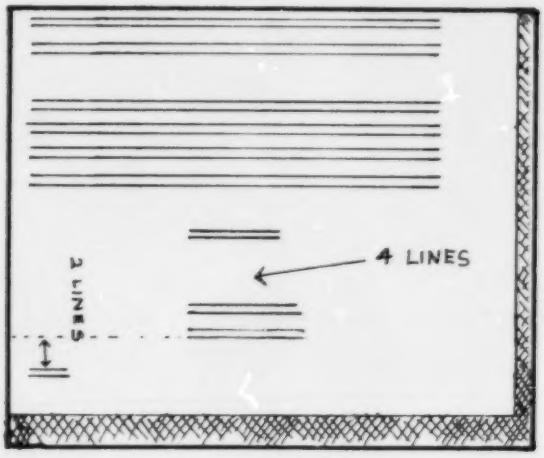


STEP 7 – Count down four lines and move to the left until you can see the vertical guide line on the ruled paper. Begin printing the inside address at the guide line. Since you are answering a letter, use the name of the person who signed the letter of inquiry as the first line of the inside address. The rest of the address will be: Alpha Natural Foods Co., 1236 Gardenway Avenue, Seaway, SC 29783.



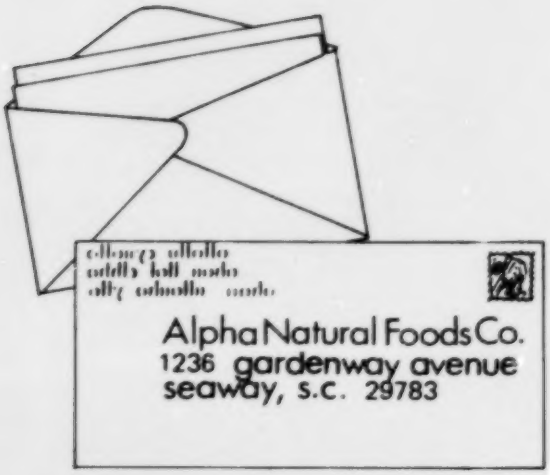
STEP 9 – After you complete paragraph three, skip a line and place a suitable complimentary close. Begin at the same point where you began the date. Most often used closes are: Yours truly, Very truly yours, Sincerely yours.

STEP 8 – Two lines below the inside address, place the salutation: Dear (and the last name of the person to whom you are sending the letter.) Skip a line and on the second line begin writing your letter from the rough draft you prepared in Step 4.

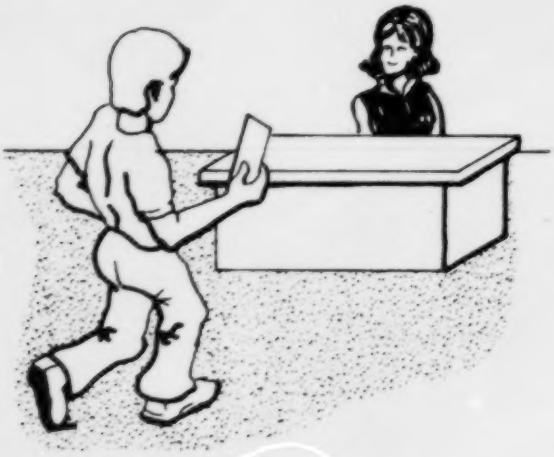


STEP 10 – Count down four lines and PRINT your name on the fourth line. On the line below it, print Communication Specialist as your title. WRITE your name in the space between the close and the printed name. Place your initials at left side, two lines below the title.

35



STEP 11 – Place your letter in a business-size envelope and address it on the outside the same as the inside address.



STEP 12 – Deliver your letter to the person to whom it is addressed.

Check Point

Place your carbon copy of the letter in your folder with the letter of inquiry which it answers. Staple them together with the letter of inquiry on top and place them in the back of the folder. You will be informed if more information is needed or your letter is not understood.

Instructional Objective III

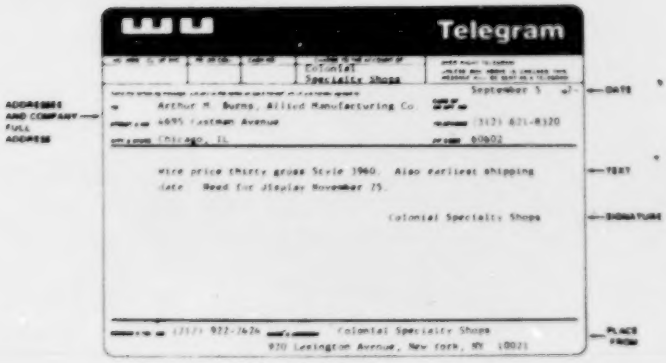
Given a message which requires an urgent answer, the student will compose a telegram to be sent and compute the cost.

STEP 1 – Read the telegram you have received.

STEP 2 – Look at the form on which you are to place your reply. Use two forms and make a carbon copy. Do not write on the form until final message is ready.

S	M	T	W	T	F	S
	X					

STEP 3 – Consult a calendar and inform the Alpha Natural Foods Co. that next Monday – give specific date – will be the first pick-up date and delivery will be made to stores on the following Thursday. Write your message out on notebook paper. Keep it short!



STEP 4 – Follow the illustration of the telegram and complete the message. Deliver the message to the person who sent you the request.

Check Point

If your message was clearly understood, the person will file the telegram in the folder and turn in to the instructor. You may file your carbon copy with the telegram you received in your folder and hand it in also.

37

203.582-058 TRANSCRIBING-MACHINE OPERATOR (clerical) dictating-machine transcriber; dictating-machine typist.

Operates typewriter to transcribe letters, reports, or other recorded data heard through earphones of transcribing (voice reproducing) machine: Positions record or tape on machine spindle and sets needle on record, or threads tape through machine. Depresses pedal to rotate record or tape. Turns dials to control volume, tone, and speed of voice reproduction. Types message heard through earphones. Reads chart prepared by dictator to determine length of message and corrections to be made. May type unrecorded information, such as name, address, and date. May keep file of records. May condition records for reuse, using wax-shaving attachment. May receive and route callers [RECEPTIONIST (clerical)]. Important variations are kinds (trade names) of transcribing machines used. May be designated by subject matter transcribed as LEGAL TRANSCRIBER (clerical); MEDICAL TRANSCRIBER (clerical).

202 STENOGRAPHERS

This group includes occupations concerned with taking shorthand or speedwriting notes by hand or machine and transcribing them. Occupations concerned with carrying out minor administrative and general office duties in addition to taking and transcribing dictation are found in Group 201.

202.132-010 SUPERVISOR, STENO POOL (clerical)

Supervises and coordinates activities of workers engaged in taking and transcribing dictation of correspondence and reports: Assigns stenographers to executives and department heads to take dictation and transcribe correspondence and memos. Assigns manuscript or recorded messages to workers for transcription. Verifies typed copy for neatness, spelling, and punctuation. Performs other duties as described under SUPERVISOR (clerical).

202.362-014 STENOGRAPHER (clerical) clerk-stenographer

Takes dictation in shorthand of correspondence, reports, and other matter, and operates typewriter to transcribe dictated material. Performs variety of clerical duties. [ADMINISTRATIVE CLERK (clerical)], except when working in stenographic pool. May transcribe material from sound recordings [TRANSCRIBING-MACHINE OPERATOR (clerical)]. May perform stenographic duties in professional office and be designated as LEGAL STENOGRAPHER (clerical); MEDICAL STENOGRAPHER (clerical); TECHNICAL STENOGRAPHER (clerical); May take dictation in foreign language and be known as FOREIGN-LANGUAGE STENOGRAPHER (clerical). May be designated according to department in which employed as POLICE STENOGRAPHER (gov. ser.). May work for public stenographic service and be designated PUBLIC STENOGRAPHER (clerical). May transcribe dictation on electric typewriter that generates punched cards or tape for automatic reproduction and be designated STENOGRAPHER, AUTOMATIC REPRODUCTION (clerical).

202.362-018 STENOGRAPHER, PRINT SHOP (print. & pub.)

Takes dictation and operates typewriter to transcribe dictated material and to prepare metal printing plates for use in addressing machines. Takes and transcribes dictation. Operates typewriter to type manuscript in English or foreign language. Operates electromagnetic typewriter to imprint metal printing plates for use in addressing machines. May operate justifying typewriter to produce typed matter with uniform margins. May cut stencils for use in mimeographing machine.

202.362-022 STENOTYPE OPERATOR (clerical) stenotype-machine operator; steno-typist.

Takes dictation of correspondence, reports, and other matter on machine that writes contractions or symbols for full words on paper roll. Operates typewriter to transcribe notes. May dictate notes into recording machine for TRANSCRIBING-MACHINE OPERATOR (clerical) to transcribe.